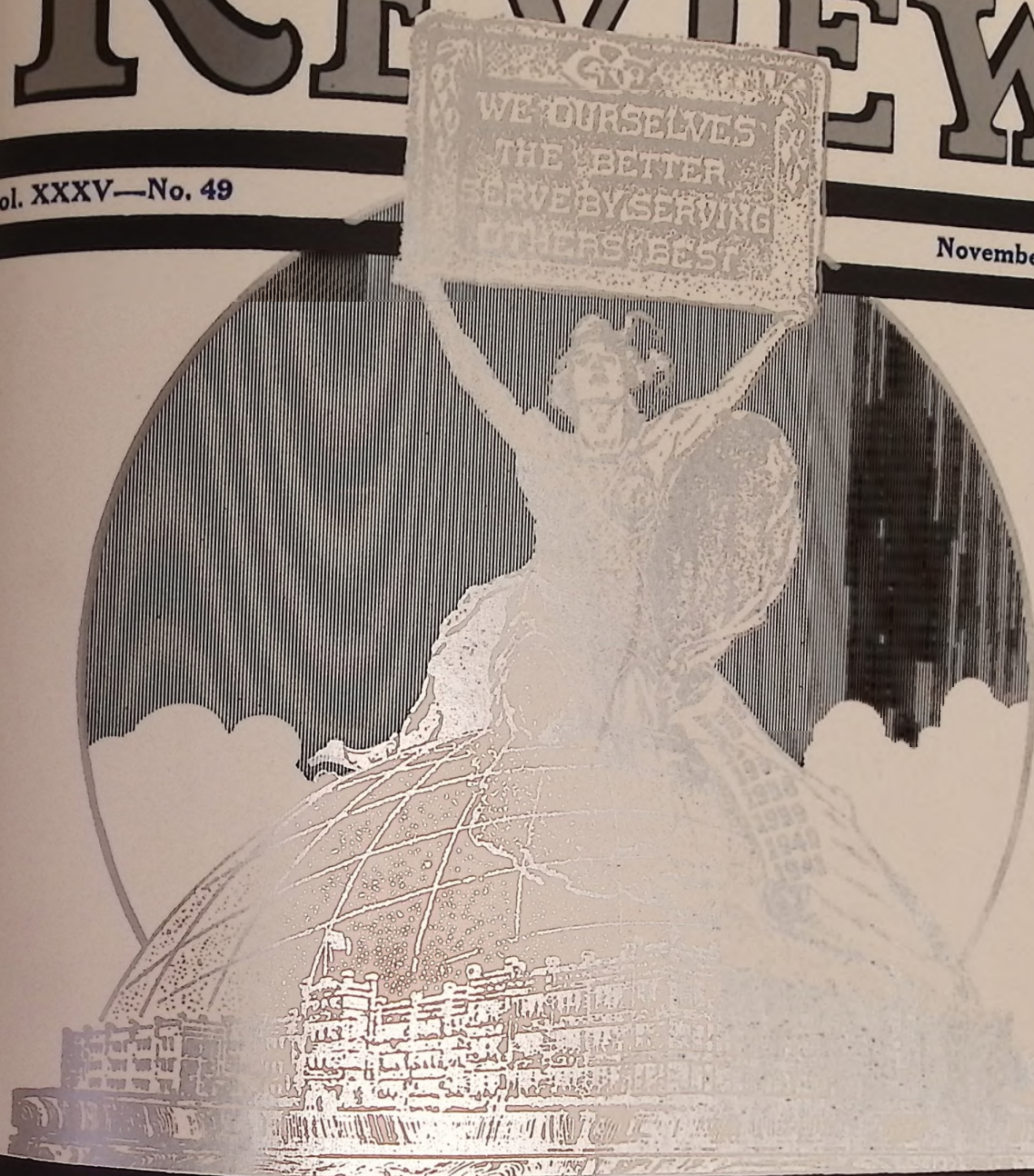


THE REVIEW

Vol. XXXV—No. 49

November 13, 1941



10,800,000 Readers Can't Be Wrong!

**Read About the Best Advertising
Medium On the Market Today**

IN THIS ISSUE

*“I shall pass this way but once;
any good therefore, that I can
do or any kindness that I can
show to any human being, let
me do it now. Let me not defer
nor neglect it, for I shall not
pass this way again.”*

(THANKS TO JOHN GILBERT)

The REVIEW



Published Weekly

*by and for the Sales Department of
The Gerlach Barklow Co.*

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, NOVEMBER 13, 1941

No. 49

THE THOROUGHNESS OF THE JOB WE PAUSE TO GIVE THANKS 31 MORE WORKING DAYS UNTIL CHRISTMAS

These are happy days because you are doing a wonderful job in keeping the wheels of industry humming. Business continues good because you are taking advantage of the special opportunity to sell calendars and direct mail in view of the withdrawal of most of the metal lines. Our program for next year is built on a basis of 1942 being a bigger and better year because with the tools we are giving you we feel you can make it so.

Next week is the week of the year during which one day is set aside as a day of Thanksgiving. Thinking about the value of things helps us to quicken our sense of values, and to turn our thinking into more constructive channels, to the advantage of ourselves

and others. Things to be thankful for are Health, Opportunity, Prosperity, Employment, Loved Ones and Friends. Things to pray, hope and work for are peace, more good will and more prosperity for people.

31 MORE WORKING DAYS FROM NEXT MONDAY, NOVEMBER 17th, until CHRISTMAS. Plan your work and work your plan to

THOROUGHLY CANVAS YOUR ENTIRE TERRITORY BY PERSONAL CALL OR LETTER.

PREPARE YOUR RECORDS AND TOWN SHEETS.

WRITE YOUR PERSONAL LETTERS TO YOUR PROSPECTS AND CUSTOMERS.

PLAN EVERY DAY'S WORK STARTING FRIDAY, DECEMBER 26th FOR AT LEAST SIX MONTHS.

The thoroughness of the job these last two months means a lot to every one of us as we wind up 1941 and go into 1942. Here at headquarters we are leaving no stone unturned to keep the decks clear for the flow of orders that is coming in day by day and have them cleared and ready for Christmas distribution.

You have the tools this year to enable you to make substantial earnings after the Christmas Contest closes. My ambition is to see you do just that.

The Home Stretch for 1941 sales can be made whatever you want to make it. Best of luck.

J. Mackey

AN IMPORTANT ANNOUNCEMENT

Ever since the founding of Gerlach-Barklow, sales conventions have been held each year in December. It was our hope to have a general convention at headquarters this year, but due to the building of the largest munitions plant in the world here, Joliet is overcrowded, hotels are taxed to capacity and facilities are inadequate. Therefore, we are announcing conventions as follows:

Monday and Tuesday, December 8th and 9th:
BILTMORE HOTEL, LOS ANGELES, CALIF.

Friday and Saturday, December 12th and 13th:
JEFFERSON HOTEL, ST. LOUIS, MO.

Monday and Tuesday, December 15th and 16th:
NETHERLAND PLAZA, CINCINNATI, OHIO.

Thursday and Friday, December 18th and 19th:
ROOSEVELT HOTEL, NEW YORK CITY.

These four meetings are held for the purpose of a general exchange of ideas between salesmen whose problems are identical—discussions of selling ideas that will increase the possibilities during the coming year, and the preview of the new 1943 pictures, backgrounds and mountings, including many innovations and new ideas.

The home folks who have worked on one sample and then another are getting their first glimpse of the whole line and are thrilled with it. They say there has never been a finer line created and in a very short time you can judge for yourself.

Orders are pouring in, and every department is working early and late. There is still time to send in plenty of orders that will be manufactured promptly. This year, more than ever, the spirit of Christmas should be reflected in every business establishment.

James R. Talcott

10,800,000

READERS CAN'T BE WRONG?

On Page 72 of the November issue of The Reader's Digest you will find 20 Questions. Above these questions you will find the following notation by the editors of the Digest: "A feature of Liberty Magazine that many readers turn to first is 20 Questions . . . the questions below are selected from both the regular and special departments of Liberty."

The Reader's Digest has the largest circulation of any newsstand magazine in the world—over 4,200,000 copies. Its editors are admitted to be the best judges in this country of WHAT INTERESTS PEOPLE. They have found — and admit — that Questions and Answers come under this head.

Liberty Magazine has a circulation of about 2,500,000. In running its "20 Questions" each week it demonstrates its belief that Questions and Answers DO interest people. Time, circulation about 850,000; American Magazine, circulation about 2,300,000, and scores of other magazines also run "Q and A" departments either regularly or at frequent intervals. In fact, without compiling a complete list, we find that magazines with a total circulation of 10,800,000 have found that quizzes have a wide reader appeal.

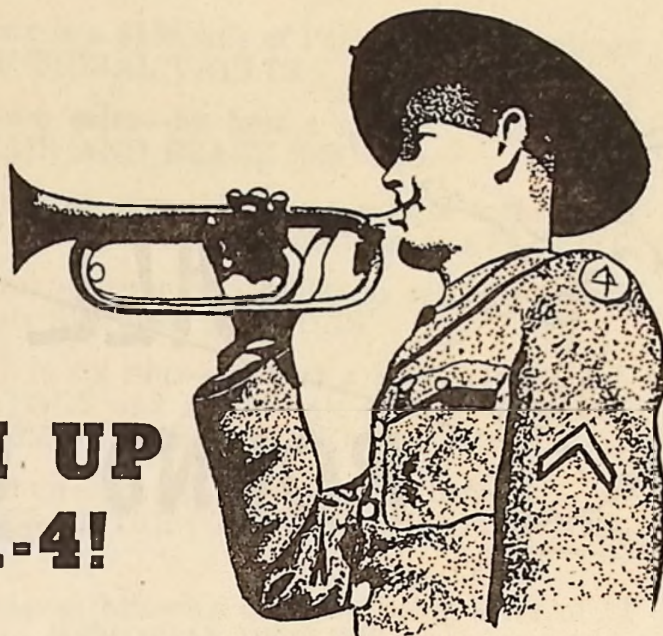
Advertisers spend as much as \$5,000 to \$7,000 a page to reach the readers of such magazines—further proof of the wide endorsement of "Question and Answer" features.

The 10,800,000 readers who GO for Questions and Answers can't be wrong. They know what they want—and like.

That's ONE BIG SELLING REASON why you should sell our new SQA-4 folders. They give the reader what he wants. And, as they are devoted to facts about America, they are up-to-the-minute in patriotic appeal.

YOU CAN SELL THESE FOLDERS TO ANY BUSINESS HOUSE IN AMERICA. They are the best advertising medium on the market today!

WAKE 'EM UP WITH SQA-4!



"What do you know about this America of ours, Mr. Businessman? For instance, what building in Washington has 'Equal Justice Under Law' inscribed above its entrance?"

"The Supreme Court Building!"

"Right! And what are the last three words of the Declaration of Independence?"

"Ah—of the people?"

"No, you didn't know that one! The Declaration ends with these words: 'And for the support of the Declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our lives, our fortunes and our sacred honor.' And by the way, did you know that the Declaration of Independence is in the handwriting of Thomas Jefferson? Look here—there's a facsimile of it in this new Gerlach-Barklow folder, Questions and Answers about America."

"Well!"

"And that's not all. The folders have all kinds of interesting, patriotic and timely facts. They tell you that the White House is painted white because fire marred the original stone . . . that battleships like the North Carolina are 195 feet longer than the Washington Monument is high . . . that we used to have rattlesnakes on America flags . . . that—but here, see for yourself—and look at the gorgeous 'Service Sweeties' pictures on these new, red-white-and-blue folders!"

"They're for YOU, Mr. Businessman. Put your ad on them. Mail them to your customers and prospects every month. Your friends will like these questions and answers about America. And when they read and enjoy them, they'll think favorably of YOU!"



IS IN FULL SWING

E. L. VINCENT OF NEW YORK, FOUR ORDERS FOR \$1,239

R. S. OSBURN OF ILLINOIS, SIX ORDERS FOR \$1,165

Mr. Vincent's Victory week was made up mostly of a \$900 sale of Paragon Billfolds to a **HARDWARE DEALER**—a brand new customer.

Mr. Vincent also sold "Spanky's Safety Patrol" to a **FINANCE COMPANY**—another new customer—for \$216. "Peekaboo" to an **AUTO BODY BUILDER** for \$75, and a \$50 sale of Greetings, a fourth new customer.

Mr. Osburn's best of six nice orders was a \$600 sale of "The Guiding Hand" to a **NATIONAL MUTUAL INSURANCE COMPANY**. Number two is a \$219 sale of Special Calendars to an **INSURANCE AGENCY**.

Three is a \$163 sale of Specials to an **INVESTMENT COMPANY**. He also sold "When Good Fellows Get Together" to a **PAPER MFR.** "Sweethearts" Blotters to a **COURT REPORTER**, and Greetings to a **LUMBER DEALER**.

Lou Byrne of New York made a \$600 sale of Safety First, employing "The Right O' Way" to a **BAKERY**.

Mr. Byrne also sold Will Rogers Billboards to a **WRECKING AND SALVAGE CONCERN**, and "Autumn Rhapsody" to a **FUNERAL HOME**.

Larry Moss made two sales for \$535. A \$435 sale of Paragon to a **TEXTILE MANUFACTURER** and a \$100 sale of Pencils to the same customer.

Jack Moore's best of three is a \$250 sale of Paragon to a **MOVING AND STORAGE CONCERN**.

Fred Bell's best out of six is a \$153 sale of Paragon and Greetings to a MANUFACTURER OF BURIAL VAULTS.

A. A. Bender made seven sales—his best a sale of "Playmates" Blotters to an AUTO REPAIR AND BRAKE SERVICE.

Charlie Chamberlain rings up nine, his best a sale of a thousand "Stars and Stripes Forever" in S-265 Patriotic Calendars to a FLORIST.

Mr. Chamberlain also created six new accounts by selling Paragon Safety First Key Cases to six SERVICE STATIONS.

Charles Clayton brought in six runs—his best a \$172 sale of Blotters to a DAIRY LABORATORY and a \$107 sale of "Our America" Blotters to a TEACHER'S EMPLOYMENT BUREAU.

George B. Corrigan rolled up eight nice ones—his best being a \$145 sale of Knives to a BEER DISTRIBUTOR and a sale of 750 Greetings to an AUTO DEALER.

W. J. Eggleston scores seven hits—his best two being sales of "I See by the Papers"—both to MEMORIAL DEALERS.

Clyde Estes also rolls up seven. His best, a sale of "Rah, Rah, Rah!" to an OIL DISTRIBUTOR.

Ed Gerrish brings home six—his best a \$135 sale of "Home of the Fishing Fleet" to a MERCANTILE CONCERN.

T. S. Gosten makes five sales for nearly \$500—his best a \$320 sale of Perpetual Calendar Pencils to a PAINT AND ENAMEL MFR.—a new customer.

J. Woodburn Green brings home six for \$600. Mr. Green's biggest is a \$187 sale of Paragon Billfolds to a PAINT MANUFACTURER. Second is a \$151 sale of "Scenes of My Childhood" to a NASH AUTO DEALER. Third is a \$103 sale of Pencils to a MEAT PACKER. Fourth is a sale of 500 Holiday Greetings to a RESTAURANT. Fifth is a sale of 500 Metal Desk Calendars to a FUNERAL HOME, and number six is a sale of Paragon to a FUNERAL DIRECTOR.

Amasa Hartman rolls up seven for \$400. His best is a \$137 sale of Paragon to a TRUCKER. He also sold "My Blue Heaven" to an OIL DEALER, "Joy of Living" to a STUDEBAKER SALES CO., and "Here Peace and Happiness Abide" to a LUMBER DEALER.

V. A. Magnuson made seven sales—his best, "My Blue Heaven" to a FUEL AND ICE DEALER. All these seven sales were to new customers—the majority of these new accounts were won with Paragon.

H. R. Messick made six sales and won five new customers. Messick's best is a sale of 600 "Route '41" Greetings to an AUTO SERVICE GARAGE.

A. C. Miller of Indiana made eight sales; his best is a nice sale of "Spanky Safety School" to a COAL AND ICE DEALER and his next is a sale of "My Diary" Baby Booklets to a FURNITURE DEALER—both new customers.

Albert J. Morrier makes seven sales—his best being 500 Dairy Calendars, using "Puppy Love" and "A Long Life" to a DAIRY. Five of Mr. Morrier's sales were to new customers.

LET'S BANISH FEAR!

This is one of those weeks when it might be nice to be a "columnist"—there is so much that COULD be said; so much that SHOULD be said.

For instance—

—I should like to write about Armistice Day and those alleged patriots who are running around the country desecrating the memories of the American boys who fell in 1917 and 1918 by claiming they were "suckers" to have fought for the Stars and Stripes on FOREIGN battlefields.

—I should like to write about the seventy-eighth anniversary of the Gettysburg Address which we shall celebrate on November 19th, and of Abraham Lincoln who was sure his 286 immortal words were a dismal failure as compared with the two-hour oration by Edward Everett, which had preceded his own brief "remarks."

—I should like to write about Thanksgiving Day and prove—by its early history—that it is supposed to be a day in which we give thanks NOT for the blessings of a good appetite, a fat purse, and effortless living, but for the COURAGE and FORTITUDE with which to FACE and CONQUER obstacles and difficulties.

—I should like to write about Florence Nightingale in the Crimea and Clara Barton in the dark days of the War Between the States—the two "Angels of Mercy" most responsible for the Red Cross.

—I should like to write about Civilian Defense Week and the miracles of modern invention, modern engineering, and modern industry that are occurring right before our eyes, but which—in our mood of "defeatism"—we are failing to appreciate or understand.

In other words, I should like to write about the American tradition of Love of Country, unconquerable spirit, and the indomitable WILL TO WIN—the things that made America what it is, rather than upon soft living, avoidance of hard work, and unwillingness to make sacrifices—the things that have wrecked every FREE PEOPLE since man first appeared upon this earth!

Now PLEASE don't accuse me of being a warmonger. I am NOT. I still hope and pray that we can—in DECENCY—avoid an all-out war. What I object to are the efforts that are being made to SOFTEN US UP; to WEAKEN the American character; to DEMOBILIZE the American spirit; to UNDERMINE American morale. Those are the things to FIGHT. They are far more dangerous to our present and future welfare than all the "Hitlers" who ever lived.

If we retain our COURAGE and hold fast to our FAITH in America and in ourselves, there is nothing on earth that we need fear. And I make that statement in full appreciation not only of the realities of the present situation, but also of its far-reaching potentialities. We, in America, are at the BEGINNING of our real national life. Our destiny—unlike that of Europe—lies AHEAD. Nothing can hold us back but our OWN indecision and fear. Unless we, ourselves, throw it away, America's TOMORROW will be the brightest ever enjoyed by any nation in the whole history of the world. More than that, through US—if we have the courage to lead—the people of the world can be given the opportunity to enjoy peace, plenty, and security such as they have never known!

It was FEAR that took us into the depths of the depression.

It is FEAR that is threatening to darken our future NOW.

As soon as we BANISH FEAR, we shall go ahead as we have never gone before. Assuming this theory is right, let us apply it to our OWN business.

This year and next—1941 plus 1942—the total income of the American people will be in excess of TWO HUNDRED BILLION DOLLARS. The very highest estimate so far made of defense expenditures (that of Secretary of State Hull) is SEVENTY-FIVE BILLION DOLLARS, and that, of course, includes borrowings by the U. S. Treasury.

However, let's deduct the entire 75 billion from the 200 billion. We still have left 125 billion dollars, which—divided by two—gives us an average ANNUAL income of 62½ billion dollars.

That 62½ BILLION dollars isn't hay—it's a TREMENDOUS NATIONAL INCOME for ANY nation at ANY time. But don't forget that on top of this, every man and woman is ALSO benefitting, temporarily at least, from the OTHER 37½ BILLION which goes for defense, for this money is ALSO in circulation in the form of payrolls, dividends, interest, etc. No matter where or how it is spent, it IS spent—and most of it will make cash registers ring!

My contention is that no matter WHAT we spend for national defense—whether it be 75 billion or 100 billion or 200 billion, this country is going to be PROSPEROUS. It is possible to spend that much money in a nation with our population and obtain any result. But, you say, much of it will go for taxes, Government bonds, and probably compulsory savings. Sure. So what? With everybody working and earning—whether in munitions or feather dusters—the people of the United States are going to have BUYING POWER, and plenty of it. And don't fool yourself—they are going to find ways and means to SPEND their money.

But, again I hear you say, many materials will be scarce, and many industries will have to shut down. Sure. So what? You will still have more customers than you could possibly supply, even if you worked a 70-hour week. And—BEAR THIS IN MIND—you can carry with you about as diversified a variety of goods as can be found anywhere in the COUNTRY.

A great majority of you men on the sales staff—I am speaking frankly—have never made a SERIOUS effort to sell our Direct Advertising service. You could RIGHT NOW be selling fifty times as many DAD orders

as you ARE selling. If you doubt that, ask Marvin Mitchell or some of your other fellow salesmen who USED TO THINK they couldn't sell DAD. You have in your cases SQA-4—QUESTIONS AND ANSWERS ABOUT AMERICA, which can be sold to any business house in this country. You have your Boake Carter NEWS QUIZ. And blotters. You also have that little red, white and blue desk calendar (S-265); you have Holiday Greetings. And, of course, you have the finest assortment of PATRIOTIC CALENDARS to be found anywhere.

Now, you hear a lot about firms going out of business, and of other firms that can't supply civilian needs. THEY need advertising more than any others, for they MUST keep their business friendships alive. They are your very BEST prospects, for you offer them made-to-measure advertising that has NO waste circulation. Most of them are actually EAGER TO FIND the very type of advertising you have.

I am one who believes in FACING facts. But, in facing them, let us understand what the facts ARE. If we do, we'll find they are actually in OUR favor. Joliet, for instance, is an average town. I have just gone through a directory of business houses and industries in this city. Out of several hundred, I can find only two whose advertising requirements will be changed even by all-out war. And these two intend to use more GOOD WILL ADVERTISING than ever.

Let's BANISH FEAR! No war, near-war, or all-out war, this country is going to do the biggest business in its history. SO ARE WE. You can't bury BUYING POWER in Fort Knox. And we have the BIGGEST BUYING POWER we have ever known! That's the tip-off as to what business will be like.

Jewett E. Ricker

C. V. Oakley made six sales and six new customers. Three of these are sales of "My Diary" Baby Booklets—two to GENERAL MERCHANTISE STORES and one to a LAUNDRY.

A. H. Oschmann brings in ten runs and ten new customers. His best is a \$132 sale of "Kiddie Champions" Blotters to a CONTRACTOR'S SUPPLY COMPANY.

L. E. Page made eight sales to eight new customers. His best is a \$105 sale of "When a Feller's Got a Friend," sold to a LOAN COMPANY. Mr. Page also sold "Spirit of America" to a PONTIAC AUTO DEALER, and "Be Sure You Are Right" to a FORD DEALER.

Frank Raitz made six sales—his best a nice sale of "I See by the Papers" to a FUNERAL DIRECTOR.

Harold Ricker scores eight times, his leaders being a \$108 sale of "Houghton Mill" to a SEED SERVICE COMPANY, "Silver Dawn" to a TRUCKER, and "Here Peace and Happiness Abide" to a CHRYSLER AND PLYMOUTH DEALER.

Art Vores (famed for catching "Grounders") brought in six runs; his three outstanding sales are "Spirit of America" to an AUTO REPAIR AND REPLACEMENT CO., "Their Priceless Heritage" to a GENERAL STORE AND MARKET, and "Proud Mothers" to a CONSTRUCTION CONTRACTOR.

Lynn Walker made seven sales, his best a sale of "Spirit of America" to an INSURANCE AGENCY—a new customer.

O. M. Wildman corrals eleven orders. Outstanding are a \$155 sale of Farm Record Calendars to a DEALER IN PETROLEUM PRODUCTS, and "Spanky's Safety Patrol" to a SERVICE STATION.

Mrs. Fannie Peterson makes seven sales for over \$500. Number one on her list is a \$335 sale of "Springtime" to a NEWSPAPER PUBLISHER who will use this delightful subject as a Carrier Greeting. Number two is a \$128 sale of "Spirit of America" to a STATE BANK.

A. C. Talerico makes five sales for over \$400—his best being a \$200 sale of "News Quiz" using "Dogs by Dennis," sold to a MANUFACTURER OF SEAT COVERS, a brand new customer. Mr. Talerico's second was a \$167 sale of Holiday Greetings—Etching Letters—sold to a FINANCE COMPANY, also a new customer.

Ed Sierer's best order of the week calls for "Their Priceless Heritage" and amounts to \$280. The buyer is a FEDERAL SAVINGS & LOAN BANK.

"Doc" Sage scores three times for \$320. Paragon Billfolds to a BRICK MANUFACTURER for \$180, "Brainy Bow Wows" Blotters to an INSURANCE AGENCY for \$72 and "Scenes of My Childhood" to a BRICK MANUFACTURER.

Craig Sohn sold "The First Snowfall" in HG4272 to a TRANSPORTATION COMPANY for \$160. This is a new customer.

Ryan S. Perry sold "Spanky's Safety Patrol" to an AUTO DEALER, a brand new customer, for \$171.

A. A. Muldrew makes a \$180 sale of Greetings to a LIFE INSURANCE COMPANY, a new customer.

J. O. Morris of Tennessee chalks up three sales for well over \$300. "Puppy Love" to a COAL AND ICE DEALER for \$133. "My Bonnie" to an ICE AND FUEL DEALER for \$134. Paragon Pocket Letter Files to a PAINT MANUFACTURER. All new customers.

King Gerlach made a \$157 sale of Memorial Records to a FUNERAL DIRECTOR and a \$100 sale of Paragon to a MERCANTILE COMPANY.

Mr. Houison of California made a \$250 sale of "Spirit of America" in S-257 to a MEMORIAL CHAPEL.

John Mur of California sold "Their Priceless Heritage" to a SEA-FOOD DEALER for \$120. Mr. Mur also made a \$100 sale of Class D-1, "Kiddies Inc." to an old customer.

Jut Laing's best out of four is a \$120 sale of Special Religious Calendars to a CLERGYMAN.

Bill Herrmann's best of several is a \$153 sale of "Spirit of America" to a REAL ESTATE AND INSURANCE AGENCY.

G. W. Hawkins made a \$123 sale of "Spanky's Safety Patrol" to a COUNTY SHERIFF, an old customer.

Jim Hartman sold Paragon to a STEEL WORKS COMPANY for \$153. Also a \$124 sale of No. 1 Memorial Record Booklets to a FUNERAL DIRECTOR.

Herman F. Grotte made a \$101 sale of Paragon to a MANUFACTURER.

L. T. Cunningham of Louisiana sold FD Service to a FUNERAL HOME for \$122.

J. B. Kasper's best two out of five are a sale of those little Patriotic Desk Calendars—"Stars and Stripes" and "Keep 'Em Flying" sold to a BRAKE SERVICE, and "Spirit of America" to a TIRE SHOP. Mr. Kasper also sold "Keep 'Em Flying" to a HARDWARE DEALER.

Valentine Mentz' best out of five is a sale of Metal Calendars to a COMPUTING COMPANY.

Ralph Bond's best of four is a good substantial sale of "Spirit of America" sold to a DEALER IN PETROLEUM PRODUCTS.

H. L. Smith sold "Come Back Here" sold to a BUILDER'S SUPPLY DEALER for \$113.

E. F. Phillips' best out of five is a sale of the Bride's Cook Book to a PORTRAIT STUDIO.

Make a note of the fact that photographers are prospects for this.

Perc Earl made five sales—one of "Stars and Stripes Forever" to an INSURANCE AGENCY.

Charles J. Clark made five sales and four new customers.

N. G. Beatty's best out of five is a \$110 sale of Paragon to a PHONOGRAPH AND RADIO SERVICE CO.—a new customer.

G. B. Falls made five sales—his best a sale of 100 No. 7 Memorial Records to a FUNERAL DIRECTOR.

B. A. Day of Connecticut made a \$200 sale of News Quiz to a MANUFACTURER OF SCREW-MACHINE PRODUCTS AND TOOLS.

Leo Himelhoch's best out of five is a nice sale of S265 Patriotic Desk Easel Calendars to a THEATER EQUIPMENT CONCERN.

P. H. Keboch's best of four is a \$114 sale of Paragon to a BAKERY.

Frank Zimmerman's best of four is a sale of 200 Indoor Billboard Calendars, "My Bonnie" sold to an AUTO DEALER.

Robert G. Smartz of Missouri made four new customers, his best a sale of 200 Bride's Cook Books to a FURNITURE AND MUSIC DEALER. The copy on these books is "WE MAKE YOUR HOUSE A HOME."

May we suggest that you jot that down for future reference.

Fred Shallish made four nice sales—his best a sale of Paragon Billfolds to a MACHINE SHOP—a new customer.

W. A. Scheafer made four sales—his best a sale of 1000 Ger-Bars to a DEPARTMENT STORE.

Walter Olson's best out of four is a \$250 sale of "Down on the Farm" to a GARAGE.

Dan Morrissey's best out of five is a nice sale of Paragon to a BATTERY SERVICE.

E. E. Meyer made four straight. His best is a \$330 sale of "Proud Mothers" sold to a SAVINGS & TRUST COMPANY.

W. C. Johnson of California created a new \$500 Direct Mail account with a sale of Quick Quiz to a MANUFACTURER OF SURGICAL SUPPLIES AND HOSPITAL EQUIPMENT.

J. A. Field of New York rolled up four; his best a \$100 sale of assorted calendars sold to an IMPORTING COMPANY.

P. H. Cowherd made three sales, his best 1050 Ger-Bars to a MERCANTILE COMPANY—a new customer.

T. L. Dallas' best out of three is a \$100 sale of "My Diary" Baby Records to a FUNERAL DIRECTOR.

W. F. Dunlap, of Georgia, sold a complete campaign of "Their Priceless Heritage" to a STATE BANK.

Lee Cole's best of four is a sale of "Springtime in the Forest" to a DRY CLEANER.

H. N. Buckley sold 200 Indoor Billboard Calendars, "Their Priceless Heritage" to a REAL ESTATE AND INSURANCE AGENCY.

G. D. Bragonier made four sales; his best "Crandell Creations" blotters to a FLORIST.

Mrs. A. C. Jahl sold 500 Greetings, "Houghton Mill" to a LUMBER DEALER.

S. E. Adams of Colorado sold 500 Bluebird Calendars to a HOTEL, and "Our America" Blotters to a FLORIST.

"Spirit of America" and "Their Priceless Heritage" Are Ideal Subjects for Carrier Greeting Sales

Elsewhere in this issue of REVIEW you will read of the substantial sale of Carrier's Greeting Calendars, sold to a publisher who has not heretofore bought Carrier Greetings, but who believes that it's a mighty good idea to show the public just where he stands on the subject of Americanism.

There are but few papers today that do not furnish their carriers with a carrier's greeting calendar of some sort, but for those who do not, and for the publishers who are not making the most of this opportunity for good will building, we outline very briefly the plan employed by one of our own local newspapers.

About December 15th this paper runs a little human-appeal story written by the editor or publisher, telling of some case where a certain newsboy (no name given) is taking care of two routes in order that he may keep his younger brother and two little sisters from knowing that there isn't any Santa Claus. The story must be well written, with plenty of heart interest.

A little later there's another story, and maybe a little article on the editorial page, telling of the heroic work of those little fellows who, in their humble way, are fighting the battles of life and winning. This story tells how they are always on the job, through the storm of winter and through the summer, in sunshine and in rain, ever faithful to their trust.

Then just before Christmas comes the last story, a frank statement that on a certain date "your carrier boy" will call to present you with a calendar.

This gift, the story continues, is given in the spirit of Christmas cheer and good will, and given as freely as the carrier gives his service; but should you feel that your own Christmas will be just a little happier because you have helped to make his Christmas happy, meet him and shake hands with him, wish him a Merry Christmas, and if you want to give him some small recognition of his faithful service, do it if you enjoy it, but not otherwise, for he gives you his calendar without any conditions, just as he gives you his service.

Get the circulation manager, or if he is not available, the publisher himself, interested in this idea, and make him realize what a fine thing it is for his paper, and what an opportunity to inject just the sort of human-interest material that goes over so big with the reading public.

The newspaper sometimes stands the entire cost of the calendars, sometimes the carrier pays half, but it's a great thing for the paper and a great thing for the morale of the carrier.

Usually you can sell Ger-Bars to the newspaper publisher, but if for any reason you cannot, write the Special Order Department and tell them your problem, giving them an idea of how many calendars are required and approximately what price the publisher will pay.

COPY THAT MADE SALES

YEAR 'ROUND SAFETY BRINGS HAPPINESS TO ALL — PLAY SAFE!

Sold by Hawkins on "Safety Patrol" to a Bicycle Shop,
for school distribution.

SPONSORED IN THE INTEREST OF AMERICAN CITIZENSHIP

Sold by McWilliams on "Spirit of America" to an Auto Dealer.

PRESENTED IN THE INTEREST OF TRUE AMERICANISM

Sold by Jack Sanders on "Priceless Heritage"
to a Plymouth Dealer.

PRESENTED IN THE INTEREST OF AMERICANISM

Sold by Leonard Smith on "Spirit of America" to a Machine Shop.

MILK BUILDS AMERICANS

Sold by E. P. Pittman on "Spirit of America" to a Dairy.

YOU HELP YOUR COUNTRY WHEN YOU HELP YOURSELF

Sold by S. C. Whalen on "Spirit of America" to a Cleaner and Dyer.

PRESENTED IN THE CAUSE OF NATIONAL DEFENSE

Sold by S. C. Whalen on "Spirit of America" to a Dry Cleaner.

DEDICATED TO THE AMERICAN WAY OF LIFE

Sold by Valentine Mentz on "Spirit of America" to a Jeweler.

PRESENTED IN THE INTEREST OF TRUE AMERICANISM

Sold by Reynolds on "Priceless Heritage" to a Lumber Dealer.

BEAR US IN MIND FOR MILLION-DOLLAR SERVICE WITH A
MILLION-DOLLAR SMILE

Sold by P. H. Cowherd on "Come Back Here" to a Pontiac Dealer.

BLUEBIRDS FOR HAPPINESS — GOOD FOOD FOR GOOD HEALTH

Sold by Frank Raitz on Bluebird Calendars to a Restaurant.

DEFENSE STARTS AT HOME. FOR THE CHILDREN'S SAKE,
DRIVE CAREFULLY

Sold by A. S. Hartman on "Rah! Rah! Rah!" to an Oil Distributor.

BEAR US IN MIND WHEN LOOKING FOR QUALITY

Sold on "Come Back Here" to a Lumber Dealer by A. S. Hartman.

COME WHERE YOUR PATRONAGE IS APPRECIATED

Sold by A. S. Hartman on "Proud Mothers" to an Auto Repair Shop.

A HOME INSTITUTION FOR HOME PEOPLE

Sold by Edwin P. Pittman on "Grand Canyon" to a Ford Dealer.

WE WANT TO DO YOUR PAINTING AND DECORATING; INTERIOR
OR EXTERIOR; ANY KIND, ANY PLACE. ALL WORK PROMPTLY
AND NEATLY DONE TO YOUR SATISFACTION, SINCE 1906, AL-
WAYS ON THE JOB.

Sold by A. A. Bender on Blotters to a Painter.

THERE ARE LOTS OF WEDDINGS THIS YEAR

TELL YOUR PROSPECTIVE CUSTOMER HOW HE CAN MAKE FRIENDS AND CUSTOMERS OF THIS YEAR'S CROP OF ROOKIE COOKS

Please haul from your sample case, your sample of S-260 Bride's Cook Book and let's give it the "once-over" together.

We see by the caption printed on the cover that it's "A MANUAL OF TASTY COOKERY." Now let's read the Owen Meredith verses printed on the cover, then take a good look at the Crandell Girl who adorns the book's front cover—"Class" if we ever saw it.

Now let's open the book and just read the index. There's a whole lot of valuable information contained in this book—information that the Rookie Cook might not find elsewhere in years of research.

INDEX

Page 1—Kitchen Data	Page 13—Desserts
Page 2—Before You Marketing Go	Page 14—Cookies and Beverages
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Page 5—Fowl, Fish and Game	Page 17—How Shall I Entertain
Page 6—Casserole Dishes	Page 18—Guest Menus
Page 7—Salad Dressings	Page 19—Sunday Night Suppers
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Page 11—Choice Candies	Page 23—Minerals, Vitamins, Calorie Portions
Page 12—Cakes and Frostings	

Show that index to the next likely prospect on whom you call and ask him if in his opinion, the Bride of today would appreciate receiving a copy of this book. Ask him if he can conceive of a more comprehensive cook book than this—especially designed to fit the requirements of the newly-wed who has little or no knowledge of the buying and preparation of foods. Ask him whether in his opinion, the recipient of this book would have a kindly feeling toward the merchant who presented her with a copy of this handy Wall Cook-Book—a book that isn't hidden away in a table drawer, but hung prominently upon the kitchen wall for ready reference.

Bill Ehlinger prides himself on the fact that he has placed S-260 with one store in every community in his territory. A number of other salesmen are doing likewise. Why not YOU?

The Furniture Dealer, the Jeweler, the Department Store, the Druggist, and many other lines of business are real prospects for this Cook Book, the idea being to keep a supply on hand to be sent out each week to the season's new crop of Brides.

WITHDRAWAL

LER9A—Sophisticated Lady

LER9—14x28—Happy Landing

NOW YOU CAN SELL THOSE SERVICE SWEETIES BLOTTERS!

USE THE BIG SAMPLES! Because regular samples of the new "Service Sweeties" blotters aren't ready, we have sent you special oversize dummies. They show the exact layout and border design of the Class X blotters, in correct proportion. Use the big samples to sell orders now—to the gas station, the automobile service garage, the truck line, and every other hot prospect.

SELL COMPLETE ORDERS! All orders on the new blotters, as on all other items, must be complete and ready for manufacture, to be accepted at current prices. We must have authority to imprint customer's copy on the blotters as soon as we have stock. If your customers want to order ahead to protect themselves against price increases next year, they must furnish copy and shipping instructions now.

NO GUESSWORK HERE! We're not guessing when we say you can sell "Service Sweeties" blotters now. Several big orders already have been sold. Buyers like the gorgeous girls because they're timely, patriotic sweethearts of defense.

SET YOUR OWN QUOTA! How many orders of "Service Sweeties" blotters can YOU sell before Christmas? Set your own quota. You'll find that the ratio of sales to showings will be HIGH. So show "Service Sweeties" to every good prospect and send in those complete orders NOW.

USE GOVERNMENT CUTS! Small cuts of the government slogans, "Keep 'Em Flying" and "Buy U. S. Defense Savings Bonds" are available for use as part of the customer's ad on the new blotters. Use them! They make the blotters doubly effective, doubly patriotic.

SELL BLOTTERS FOR SHIPMENT JAN. 1ST



FOR THEIR PROTECTION

We recommend life insurance, not because someone may die, but because someone must live.

MUTUAL BENEFIT LIFE INSURANCE CO.

1941	NOVEMBER						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	-	-	-	1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30							

WHEN SALES COME EASY, IT'S TIME TO WORK HARDER



**This is a good time to pay more
attention than ever before to all
of the things that build a business.**



**It is but a short step from Out
of Sight to Out of Mind**